

28th November, 2020

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John Lang  
Mackay RYDA Organising Committee  
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The Yellow Ribbon  
*a commitment to road safety*



Dear John,

In July 2000, a little over twenty years ago, an horrific crash in the North Western suburbs of Sydney claimed the lives of four teenaged boys. By August 2000, Rotary Clubs across the Hills Districts of Sydney had formed an action group to discuss what could be done to prevent this senseless loss of life and in early 2001 a six session Road Safety Program was delivered to Year 11 students in St Ives, Sydney.

By the end of 2001, over 1,200 students had participated in what has now evolved into the RYDA program!

Now delivered at some 100 venues across Australia and New Zealand to over 40,000 students annually, the RYDA program continues to educate and inform young drivers and passengers, with lifesaving knowledge and skills.

Over one third of the 640,000 students who have participated since the program's inception have attended workshops which are fully coordinated by Rotary Clubs.

While program content, resources, facilitator training, advice and assistance is provided by Road Safety Education's Head Office, these workshops in regional Australia are fully managed and made possible by local Rotarians, just like yourself.

Whether it's visiting schools to encourage them to attend a RYDA day, juggling dates to book them in, organising venues, facilitators and catering this is all managed by a Rotary Club, and their RYDA Organising Committee.

Rotarians volunteer to cook BBQ's to help raise money to sponsor RYDA, they volunteer on the day to help and assist teachers and students, and so much more, more often than not, while working full time in their actual job!



In 2020, a year like no other, delivery of the RYDA workshops has been difficult. Due to COVID-19, many workshops were cancelled only days prior to their running, after hours and hours of careful planning and hard work had been invested.

Other workshops needed to be rearranged, some needed to be postponed and some were delivered in school, rather than run at a venue, bringing a whole new slew of challenges. During lockdown, you worked with us to make sure your schools had access to our RYDA 5.0 at a Social Distance program online.

Many of you are looking to 2021, and we are working to support you in running double groups where the 2020 cohort may also attend, so they don't miss out on the valuable learning that RYDA provides.

None of it has been easy, but you have done it, and we are so grateful to you all and honoured to work alongside you as we bring these important road safety messages to your community.

Every year, we celebrate the BOC Champion at our Supporting Excellence in Road Safety Awards. This award is usually presented to an individual who has gone above and beyond for several years, in their support of the RYDA program.

This year, as with everything, we are changing things just a little.

To celebrate your amazing achievements, not only in 2020, but throughout the last 20 years, BOC plans to present each and every one of our Rotary RYDA Organising Committees with a Champion Award. We would appreciate you sharing this acknowledgement with your Clubs and Organising Committees, and members past and present. We will be sharing stories and images of our Champions during National Yellow Ribbon Road Safety Week from 15-22 November via social media and our websites.

This award recognises the amazing contribution that is made by Rotary and celebrates their ongoing commitment to RYDA.

Every day, a young person on Australian roads drives just a little bit safer, thanks to your contribution.

We just could not do it without you.

With warm regards,



 The RYDA Team